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AT URBANA-CHAMPAIGN

# IT'S NOT YOUR PARENTS' LIBRARY ANYMORE



(A Bigold C circulation)

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# Static Symbol



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# 20<sup>th</sup> Century Librarianship

- Built collections of tangible materials
- Developed mediating systems of access and service
- Served all disciplines with similar tools
- Served all disciplines in generally the same ways on most campuses



(Main reading room)

# Library As Place Very Important

- Study
- Reading
- Learning/teaching
- Socializing



(Information Desk)





# Mid-20<sup>th</sup> Century Challenges



(New Undergraduate Library)

- Building: collections, buildings, organizational systems on campus
- Processing the huge inflow of materials from post-WW II Europe and via PL480 (U.S. food for peace program)
- Taking advantage of new technologies



# Mid-Century Challenges

- Realization that no one library can satisfy users' needs
- McCarthy-era threats to intellectual freedom



(Circulation Desk, 1970's)



# Late 20<sup>th</sup> C entury C hallenges



(Inform ation Desk today)

- Access to content
  - Online catalogs – insufficient
  - New access methodologies (metadata)
  - New access technologies (federated searching)
- Information policies that restrict access



# Early 21st Century Challenges

- Collections/content
  - Declining purchasing power—rise of consortial purchasing
  - Demand for materials from all countries
  - Growing homogeneity of collections
  - Systemic changes in scholarly communications
  - Deterioration of materials



# Early 21<sup>st</sup> Century Challenges: New Activities/Roles

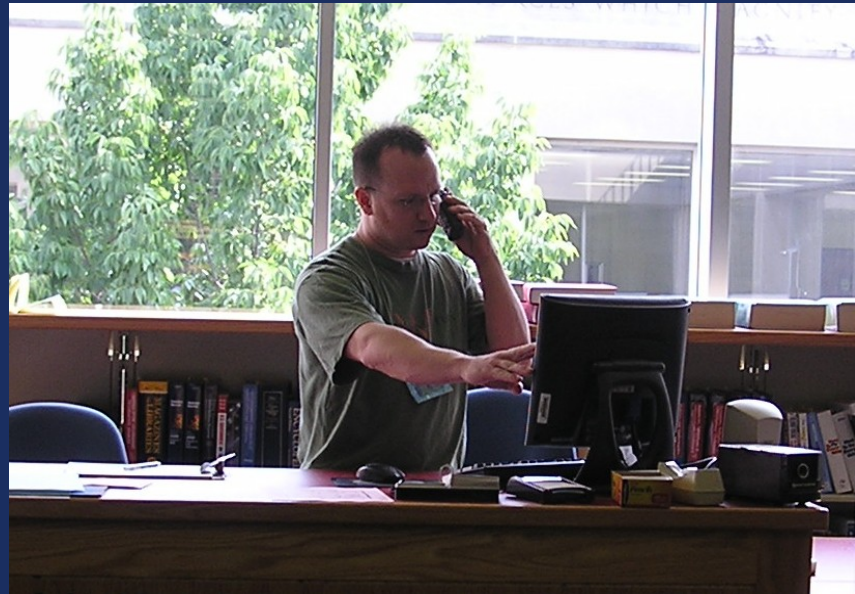
- Institutional Repositories – DEALS
- Advocacy
  - Scholarly Communication
  - Information Policies
- Fund-Raising
  - Traditional development
  - Entrepreneurial Activities





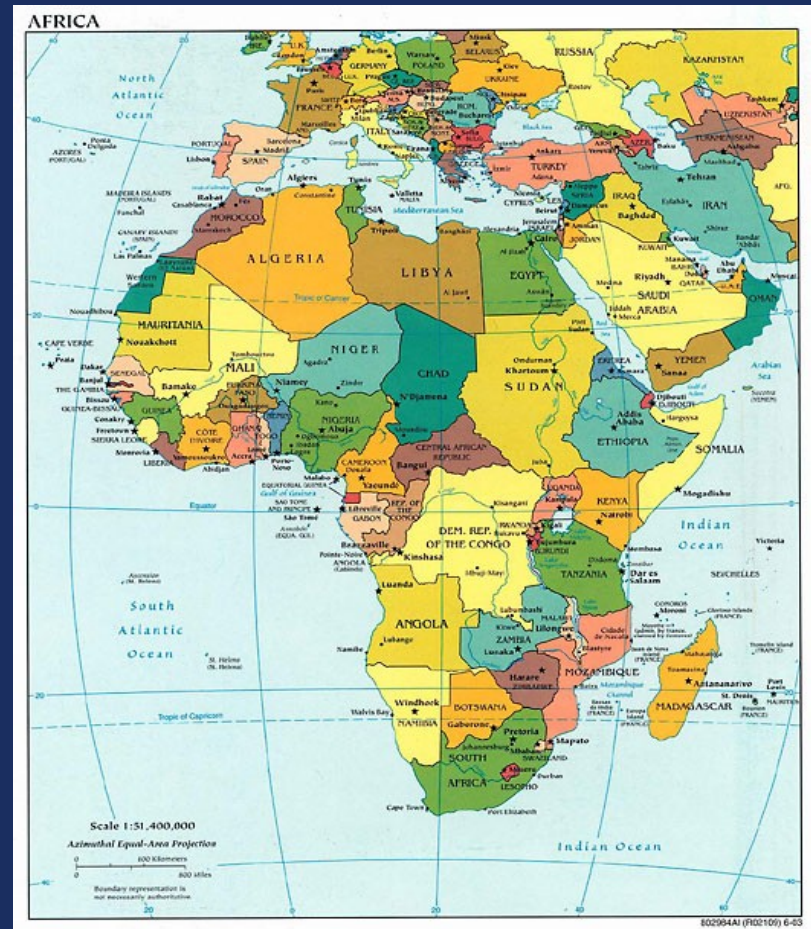
# Early 21<sup>st</sup>-Century Challenges

- Recruiting librarians and staff
- Leadership development



# Early 21<sup>st</sup> Century Challenges

- Developing awareness of libraries in developing countries
- Importance of working with librarians around the world, especially in developing countries.



# Difficult Political Settings



Statue of war victim  
displayed in Makerere  
University Library in  
Uganda





# Harsh Environment



Heat, humidity  
and dust make the  
preservation of  
library materials  
difficult



# Manual Systems

Circulation records at  
Obafemi Awolowo  
University Library in  
Nigeria





# Lack of Resources for New Acquisitions

Displays for new journals, most are bulletins from NGOs or donations



# Poor Facilities



Lack of  
resources and  
weather weak  
havoc on  
library  
facilities



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# Foundations



New computers bought with Carnegie funds



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# New Technologies



## Training



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# D igitization



D igitizing a historic newspaper collection in N igeria



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# New Construction



New addition to a University Library in Ghana



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# Today's U.S. Research Libraries Have More Similarities Than Differences



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# Summary: Libraries' Defining Characteristics

- Yesterday: collections
- Today: collections, content, expertise
- Tomorrow:
  - Special collections
  - Journals → Articles
  - Diffused services
  - Divergent
  - Collaborative; changing relationships

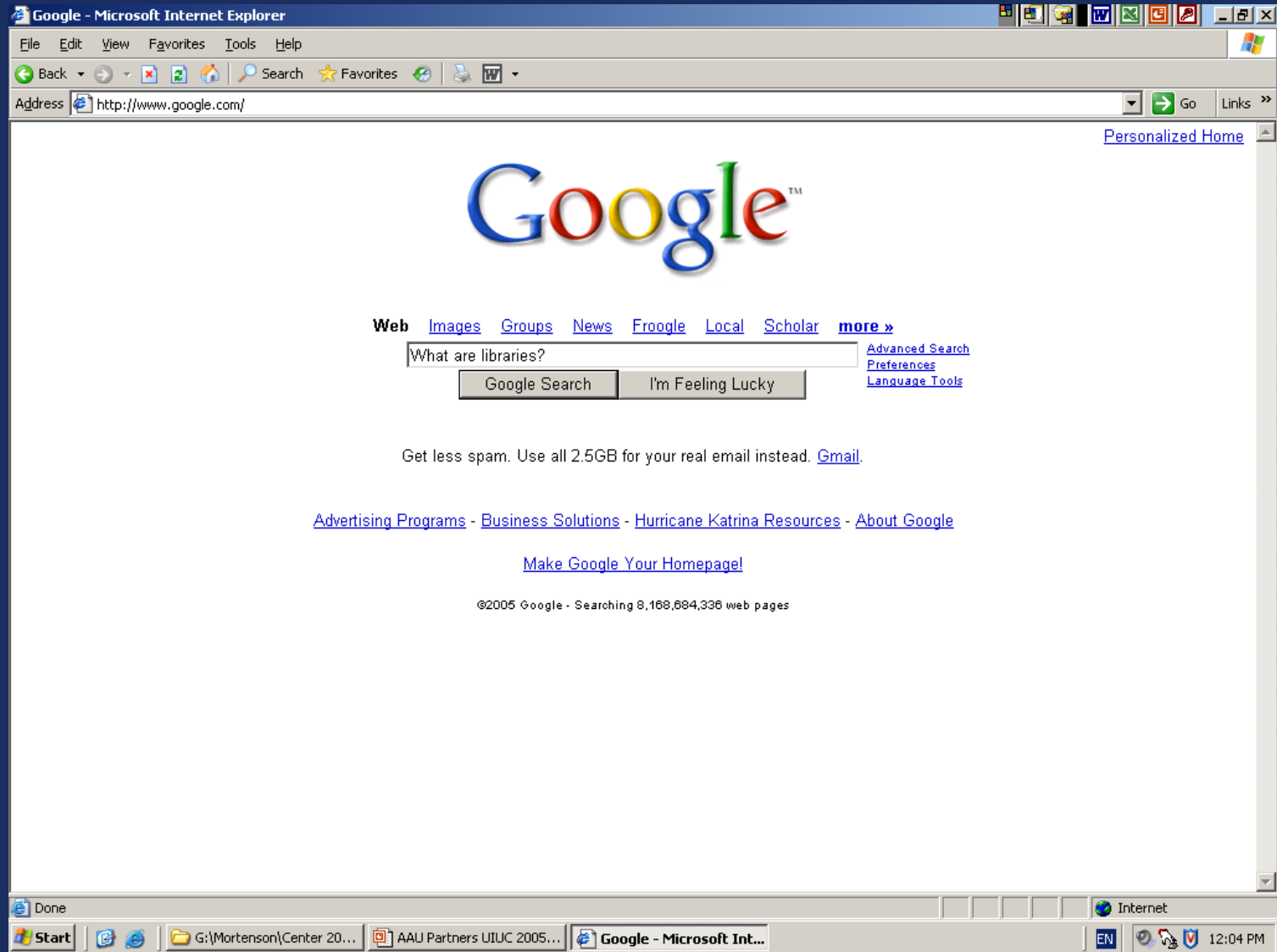


# New Apparent Competitors

- Google
  - Simple
- Amazon
  - Simple
- Yahoo portals
- What's going on??



# Google



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# Google™ 2084

Google Search

I'm Feeling Lucky

I'm Feeling Paranoid

- ☐ Your Brain
- ☐ Your Home
- ☐ Family
- ☐ Friends
- ☐ Ex-friends
- ☐ Relatives
- ☐ Co-workers
- ☐ Ex-spouse(s)
- ☐ Enemies
- ☐ Satellite Photos of People You Want to Spy On
- ☐ Satellite Photos of People Spying on You
- ☐ Medical Records
- ☐ Credit Reports
- ☐ Tax Records
- ☐ Phone Records
- ☐ Court Documents
- ☐ Other People's Conversations
- ☐ Books
- ☐ Movies
- ☐ TV Shows
- ☐ Music
- ☐ Pornography
- ☐ Your Past
- ☐ Your Present
- ☐ Your Future



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# New Apparent Competitors



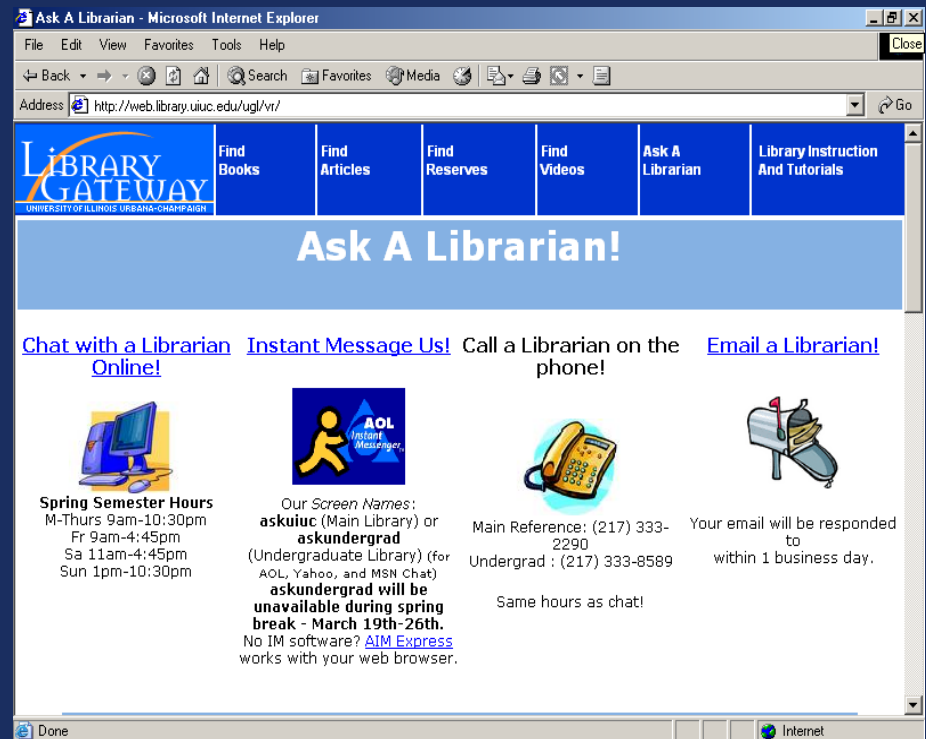
(Student checking email)

Break at coffee shop  
outside of the  
Undergraduate  
Library



# Societal Trends

- “On-Demand” “**Me-centered**”
- Ubiquitous nature of Internet
- Less time spent in passive activity (TV) and more in interactive activity
  - Teens: gaming, M, news reading
- Increasing access to full text documents



(Ask A Librarian Website)



# More Societal Trends

- Line between popular and scholarly works blurring
- Mass marketing → micro marketing
- New digital consumer compile, edit, customize, and control



(Browsing for DVD's)





# Changes from Mass to Micro

- Keep up with crowd
- Receive info passively
- Big, ubiquitous brands
- One thing at a time
- Go to physical library
- Stand out from crowd
- Control and shape content
- Niche brands, product extensions
- Access library virtually



(Wireless Networks allow laptop use anywhere)

# Customization

- Micromarketing
- Customizable desktops, toolbars, browsers
- Customized content:
  - Amazon's "people who bought this also bought that"
  - Pushed to desktop



# Amazon

Amazon.com: Books: The Catcher in the Rye - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites Go Links

Address http://www.amazon.com/exec/obidos/tg/detail/-/0316769487/qid=1127236252/sr=2-1/ref=pd\_bbs\_b\_2\_1/002-7768771-5964812?v=glance&s=books



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J.D. SALINGER

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# Public Policies

- Global copyright developments
- USA PATRIOT Act
- Privacy issues
- Articles based on government-funded research





# Changes in Scholarly Communications

- Prices
- Access
- New Genres



(Graphic Novels)



# Today's University Context

- Financial constraints
- Electronic and networking technology challenges
- New interdisciplinary collaborations
- Increasing dependence on Big Science grant funding and tech transfer
- Declining pool of international students



(University of Illinois Quad)



# University Context

- Increased focus on teaching undergrads
- Undergraduate research
- Changes in scholarly communication
- Technology facilitates communication
- Enterprise-wide systems
  - Costly
  - Changing organizational cultures

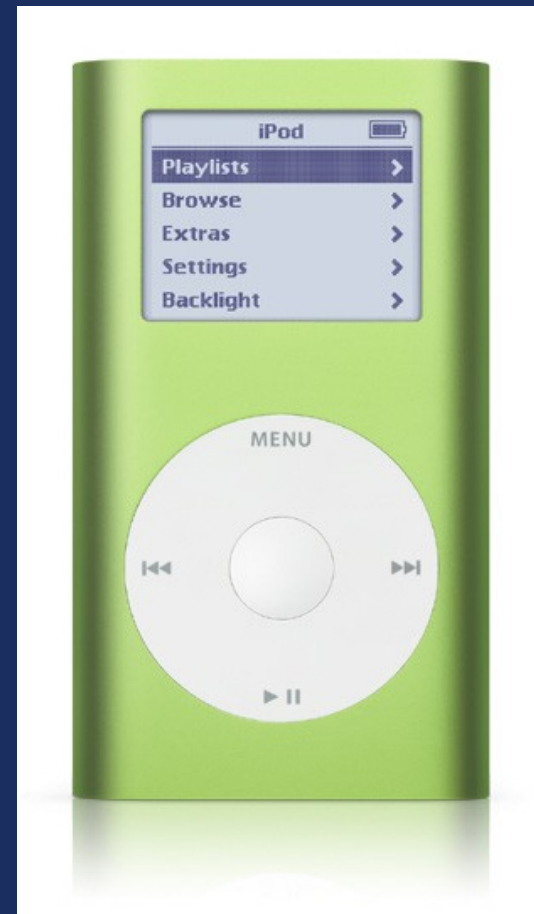


(Students studying in the Undergraduate Library)



# Other Higher Ed Trends

- Changes in scholarship reconfiguring core activities of universities
- Intractability of organizational structures
- New genres diminish privileged place of text



(iPod Mini)





Our Goal: to create an infosphere  
rich in content and context, that  
was easy to use, ubiquitous and  
integrated, designed to become  
woven into the fabric of people's  
lives; people looking for answers,  
meaning and authoritative,  
trustable results



# What Libraries Are

- Mostly place-based
- Separate organizations that support teaching, learning, research



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# What Libraries Will Be



(Students with Undergrad Library in background)

- Commingled but distinctive, infused into University
- Collaborators in research, teaching
- Destinations both physically and virtually
- Entrepreneurs
  - Publishers (in narrow and broad senses)
  - Aggregators



# Leaders

- Of intellectual development and engine of scholarly innovation and excellence
- Educators of information literacy
- Point of access to and integration of information, knowledge creation, and learning
- Information and knowledge broker to the campus and beyond





# Library Will Also Be

- Place of scholarly community and discovery
- Network of expertise that will ensure value, quality authenticity of information resources



# Place as Library



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